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JULY 1950

*As one way of teaching soil saving  
in Oklahoma, teams of men and  
boys go into the fields in land-  
judging contests*

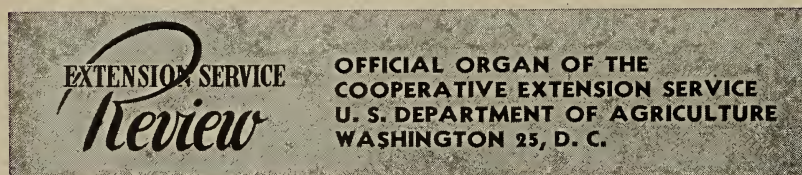
EXTENSION SERVICE

*Review*



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NO. 7

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## Next Month

● Uel D. Thompson, assistant animal husbandman, Texas, explains in the August issue how a simple gadget encourages better livestock feeding. A pair of cotton scales, 6 cigar boxes, and 11-hook-and-eye screws compound an effective demonstration.

● In-service training in New York State keeps extension agricultural engineers abreast of new developments and practices with which they should be acquainted. Paul R. Hoff tells how the program is conducted.

● County Agent Dino R. Sivo, Kitsap County, Wash., wanted to use the medium of radio to keep farmers and homemakers up to date, but the distance and Puget Sound prevented a regular program, until he hit upon the idea of a direct cable. Today, the extension staff presents a 15-minute show, three times a week, from the county agent's office.

● Dreams can become realities, as County Agent Virgil N. Sapp, of Jasper County, Mo., has discovered. He had always wanted larger quarters to better serve the people in his county, but he had to go to summer school before he “hit” upon the proper approach.

● Women of Warren County, Va., took top honors in the rural division of the Bing Crosby parade. Their prize-winning float was a recreation room, developed through ingenuity, planning, and cooperation.

● Mrs. Alice Oliver, first Negro home demonstration agent in Mississippi, retired this year with the respect and affection of the entire extension staff who know her and have seen her work. Her life has been an inspiration to thousands of her own race.

● Secretary of the Treasury John W. Snyder pays tribute to 4-H Club work and the Cooperative Extension Service at the fifth annual 4-H achievement banquet at Craighead County, Ark.



Men from all walks of life enjoy eating together and discussing topics of the day.

## Men Enjoy Camping, Too

CHARLES HAAS, District Supervisor

Agricultural Extension Service, Ohio State University

**C**AMPING is not just for young people and the women; men enjoy it, too. Camp Whitewood in Ashtabula County in the extreme northeast corner of Ohio has been holding rural men's camps for 9 years. In 1941, after 1 year of camp operations at Whitewood, county agents thought the men of the five-county area, Ashtabula, Geauga, Lake, Portage, and Trumbull counties, would be interested in a 1-day camp. A week-end camp has been scheduled, the first week end in August, every year since 1941.

Men from every walk of life attend the camp. Bankers, rural mail carriers, businessmen, insurance agents, elected officials, and farmers live together in one happy family from Saturday afternoon to Sunday afternoon. Campers arrive about 3 o'clock on Saturday afternoon and usually limber up with a ball game before supper. No formal program is planned. After the evening meal, competitive horse-shoes, ping-pong, archery, and sometimes a short nature trail hike occupy their time.

A good campfire program is planned by a committee. The campfire is

usually built around some central theme of a current nature. Most of the men participate in the campfire ceremonies. Following this event, a commercial concern often furnishes movies in the main lodge; cards and inside games occupy their time until late in the night.

On Sunday morning, after breakfast, the play-offs in all competitive sports occur. About 10 o'clock they all congregate for a long nature hike through historic Warners' Hollow. After an hour of strenuous hiking, they reach Vesper Hill where all religious services are held. For about half an hour they rest and listen to an inspirational talk given by some distinguished person. The setting is perfect for meditation. The hike continues on for about half a mile to the lodge where the cooks have a chicken or steak dinner ready for them. After Sunday dinner, many of the men stay and visit or continue with their games.

It is an annual occasion at Whitewood—the men look ahead to it from one year to the next. At the last meal, they elect their committee for making arrangements for the next year's camp. County agents work with

them and usually serve as directors of the camp. The program, however, is left entirely to the planning committee.

The values of such a camp are beyond measurement. Better understanding of problems, wider acquaintances, and greater appreciation of extension work are gained. The setting is ideal for developing good public relations. Although stiff from vigorous exercises, most men report complete mental relaxation. Seeing a banker break down in dignity or a farmer excel as an orator can happen only in the realms of camping together.

### Youth Manage Their Own Camp

The 4-H camp for Los Angeles County, Calif., is handled by 4-H Club members themselves. Ray Copeland, 19 years old and a county All-Star, was camp director for the June 17-24 camp. Some 50 older 4-H Club members from the county comprised his staff and assumed responsibility for the camp program. 4-H alumni were invited to attend camp the first 2 days along with the older club members. The rest of the week was for regular 4-H members in the lower-age groups. Nature study and handicraft were taught, and all kinds of athletic activities were a part of the youth-planned and managed camp.



# The County Office

## *Is a Show Window of Extension*

KARL KNAUS, Field Agent, Central States

**Last article in a series on the extension office which has considered such problems as lay-out, daily routine, the office conference, and similar matters that contribute to the efficiency of the workers there.**

**C**RITICISM or praise often comes from unexpected sources. Actions, innocent enough in themselves, have far-reaching results. Dr. C. W. Warburton, former Director of Extension, used to tell us of an agreement failing to materialize between Extension and one of the other agencies which would have been advantageous to both agencies. This happened because an editor thought the county agent was once discourteous to him. On the other hand, I sat in a smoking room of a Pullman car one evening and overheard a county agent grandly praised as the person to ask for reliable, unbiased information and untiring help with farm problems. These are but illustrations of how every act may start ripples which reach unknown shores of public relations.

The county extension office can promote good public relations in many ways:

Often we fail to realize that the county staff may be the only personal contacts which many people have with the State agricultural college or the United States Department of Agriculture and that these institutions are judged by these contacts. In a democracy it is certainly worth-while for citizens, particularly young people through their 4-H Clubs or other extension work, to know and respect a group of public workers like extension agents.

The personal contacts of the members of the office with the public may bring either good will or criticism for the whole service. The office secretary who sits nearest the entrance has the first opportunity to make a good impression on the caller. When he enters she can promptly show interest, inquire concerning the purpose of his call, answer his questions, or quickly refer him to the agent who can give him the exact information or other service desired. If the particular agent the caller wishes to see is busy, then there needs to be some provision for a comfortable place in which to wait. Pleasing exhibits, reading material, a comfortable chair, and a place to sit out of the way of the office traffic will help make the waiting period less irksome. Farm people are reticent about discussing their affairs in the hearing of others; thus, although a private office takes extra space it is essential if farm people are to talk freely of their problems. Such an arrangement adds to the good impression.

It is well, too, if the routine office work can be done in space less open to the public. Typing, filing, mimeographing, envelope stuffing, and such operations are often annoying if done in a waiting room or a private office. Nothing is much more disconcerting to satisfactory conversation than being required to talk above a clacking typewriter or a continuous string of interruptions by the telephone. The noise can be avoided by the typists being separated from the conference rooms or by the use of noiseless typewriters. Telephone callers can be courteously promised a prompt return call.

The arrangement and general appearance of the office has much to do in gaining the respect of the public.

Clean, well-lighted rooms, neat desks, files, and bulletin cases, and a few attractive posters or exhibits are more pleasing than if old calendars, charts, soil samples, and stacks of papers and bulletins are permitted to accumulate. Even the dress of the office staff, if inappropriate to the work to be done, has its effect on the impression of the Extension Service gained by the public. I well recall how proud I was of a group of county agents who visited Beltsville a year or so ago. I arrived at one of the meeting places a little ahead of this group. Soon they came in, dressed in khaki trousers and shirts, dark ties, and rough shoes. They gave the appearance of alert, sincere men busily engaged in obtaining at the National Agricultural Research Center the best the center had to offer for the use of farm people in their respective counties. They were dressed in a manner befitting the specific job at hand that morning—visiting the fields and barns at the center.

Fully as important as the foregoing are the personal contacts of the office personnel with the public—the manner in which they do their everyday work. On the average, county extension agents spend 39.2 percent of their time in the office. This is the place where extension action usually starts. Here meetings are planned; teaching materials, news stories, and radio scripts are prepared; visual aids and demonstration materials are developed; bulletins are distributed, and soil samples and pressure cooker gauges are tested.

The agent's office is the place where more than 8½ million farm men and women call in person in the course of a year, where more than 7½ million call by telephone. Contacts by mail are even larger. When we realize that every letter, every office call, every telephone call has its possibility of building good will or bringing criticism for the Extension Service, we can realize how important it is that these services be rendered in the most courteous and efficient manner.

The speed with which information is found or the manner of conducting committee meetings, of giving out bulletins or other printed information all have their effect. Routine "reminder" procedure may need to be

*(Continued on page 119)*



# "Point 4" in Action

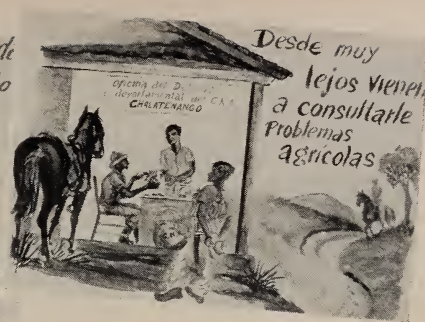
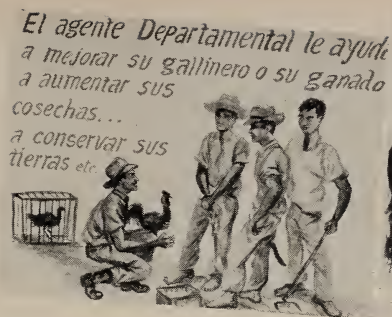
THE "Point 4" program of technical assistance is really nothing new in some parts of the world. Since before the war, the United States Department of Agriculture has been helping improve the agriculture of Latin America. Seven years of technical collaboration in agricultural research and development was dramatized in the "exposición agrícola" or open house at the Central Nacional de Agronomía in El Salvador.

It took 85 exhibits of some 900 individual items to tell the story. Pictures, working models, full-size facilities, and live models were used as visual aids. For example, in the field of poultry, actual range shelters, range feeders, automatic water troughs, and such were made in the shops. Scale models of poultry houses and pictures to show handling of flocks showed another side of the poultry business. Balanced rations and their effect on egg production were shown by real birds.

The Soil Conservation Section's run-off plots were, undoubtedly, the most striking and popular displays. The exhibit, which was a joint effort of the soil conservation, agronomy, and engineering departments, showed working models and live material.

During the 3 days of open house more than 2,000 visitors registered. They were divided into small groups and given a conducted tour of the exhibits. The Extension Service distributed some 4,000 bulletins, 600 plans for buildings and equipment, and 3,350 pounds of seed. In fact, it was so popular that the Minister of Agriculture authorized the showing in other parts of the country. So it was mounted on railway cars and exhibited in 10 important agricultural centers.

The exposition emphasized the training of local technicians, the co-



Subdirector of El Salvadore's agricultural station greets exposition visitors.



El Salvadore's agricultural station demonstrates best ways to conserve soil.

operation of Salvadoran and American technicians and the benefits which accrue to agriculture as a result. Extension is represented in the staff of five American technicians by Vernon D. Bailey who now has made a good start toward setting up a corps of county agricultural agents. He will

be remembered by some extension workers from his days as a county agricultural agent in Colorado. The exposition was reported for the Review by another member of the staff, Jeff E. Flanagan, chief engineer who formerly was a government agricultural worker in New Mexico.





# Texas Screens Its Applicants

## *To Get Able, Resourceful, Efficient Workers*

JOE L. MATTHEWS, Administrative Assistant

**T**ODAY, 5 years after establishment of new personnel employment procedures, the Texas Extension Service is beginning to realize the value of these methods in terms of the high-type, well-qualified, and resourceful workers who have been added to the county extension agent ranks. The large turn-over in personnel during and immediately following the war emphasized the need for a strong recruiting program. This situation was further aggravated by the competitive market created by the demand for qualified agricultural college graduates to fill jobs in industry and government.

The need for workers was great, but still greater was the necessity to fill vacancies with qualified personnel. That is why, in 1945, just after the close of the war, we embarked on a new recruiting program that we felt could be relied on to fill vacancies in the county agent staffs with reliable, efficient, and capable workers.

Certain principles and assumptions are basic to the application and screening procedure. It is assumed that personality, education, and background are important factors in the ability of extension workers to do the job. Selection of employees is based on human judgment; therefore, the more systematic and objective the judgment or judgments the more reliable the decisions which are based upon them. In order best to make comparisons between applicants, the procedure should take into account the same factors in every case, and if possible all applicants should be examined by the same evaluator.

To improve the personnel program required a complete revision of personnel records and procedure. The application procedure consists of submitting a written application and later having a personal interview. The application form calls for personal data such as information about education, experience, military service, and the names of three references. An official transcript of the college record and a small photograph are required to accompany the application. Questionnaires are sent to the persons given as references. The complete file is then examined to determine if the applicant meets the standards for employment. This eliminates large numbers of applicants whose qualifications do not justify the time and effort of the final screening process.

Applicants who appear to be qualified are asked to report for a personal interview. They are asked questions to obtain background and other important items of information not contained in the file. Their personality is appraised. Following the interview, record and evaluation forms are filled out by the interviewer. Interviewing an applicant, recording the interview, and evaluating the application requires from 40 minutes to 1 hour.

In the interview record form space is provided for appraisal of personality items such as appearance, physical characteristics, voice, poise, self-expression, self-confidence, intelligence, ambitions, and general fitness for extension work. Each of the 9 personality items contains 5 descriptions.

The one best describing the applicant is indicated on the form by the interviewer. For evaluating the personality, each item is given a value of 1 to 5 points according to the description which is checked. The maximum possible score on personality is 45 points. The total score for personality determines the evaluation on the scale as poor, fair, average, very good, or excellent.

The application file is evaluated on the same rating scale as to background, education, and references. The applicant's background is analyzed as to rural or urban rearing. Consideration is given 4-H or FFA experience and accomplishments. Actual farming experience and the extent of the applicant's acquaintance among rural people in his home community are recorded. Recreational and avocational interests are checked.

The high school experience is evaluated as to scholastic achievement, athletic participation, activities in school and community groups, and employment during high school. The college record is evaluated in terms of major course, quality of work, basic technical courses, courses in extension and educational methods. Consideration is also given to activity in campus organizations and employment during college.

References are evaluated as to quality and source. Quality is rated on the same scale as personality and background. References are classified as to occupation of the person. They are graded according to college teaching faculty, high school staff.



business, former employer, farmer, county agent, or other.

For the purpose of comparison, applications are appraised in four areas of qualification—personality, background, education, and references. A general rating is given each in a summary evaluation table at the end of the form. Below the table space is provided for the evaluator to make his recommendation and write any comments about the application. Applicants are classified 1, 2, or 3, based on the ratings in the table. Applications with three or four checks in the excellent column are classified in the first group. The second group is composed of applications with two or more checks in the very good column and not more than one in average or below. All others are placed in the third group. Generally this group contains applications which are considered average or below. Class one applicants are approved for employment. A small number of the best-qualified men from group two have been hired.

Student applicants are further screened before employment by inviting a group of those best qualified to meet with the extension supervisory and administrative staff. The meetings, at which staff members act as hosts and serve refreshments, usually last 2 or 3 hours. The meetings allow the supervisors who are furnished with a list containing the qualifications of the applicants in advance to become acquainted with them. After the meeting each supervisor turns in his list with a check mark opposite the names of a specified number of persons whom he would like to employ in his own district. The number of names checked is equal to the estimated number of men needed to fill county vacancies until the next college graduation date. Thus the judgment of the supervisors is introduced into the screening process.

Before spring and winter graduations college heads of agriculture departments send the names of the five top students to the Extension Service. Applications are later checked to determine if they are from the top students.

The final step in the screening process takes place during apprenticeship training period in a county. This was

begun in 1946 on a trial basis. Under the program the new recruit receives 3 months or more training, working with an experienced county agent, before being given a regular appointment as an assistant agent. Here both the county worker and the supervisor have an opportunity to appraise the new worker's performance.

## County Office Is a Shop Window

*(Continued from page 116)*

set up so that promises made by office secretaries in the absence of the agents will not be pushed aside or forgotten. The one unforgivable error in public relations is to fail to follow through on a promise of information or other service. Failure in one small detail may offset many efficient and faithful services. A characteristic of these small detail failures is that they are cumulative and often receive attention not justified by the individual acts.

Considered attention to these many little details of service, with a smile, helps to bring fuller public appreciation of importance of having a Cooperative Extension Service operating in every county.

## To Grow—To Market—To Use

Two cotton projects are being sponsored for 4-H boys in Georgia this year in order to provide members with the latest information on growing, marketing, and using this crop.

Any club boy with an acre or more of cotton as a 4-H project may enter the cotton production project.

A cotton production and marketing demonstration project will enable club members to prepare and present 15- to 20-minute demonstrations on producing, marketing, or using cotton on the farm. In this demonstration project the 4-H member is not required to grow any cotton if he demonstrates a use for cotton on the farm.

College scholarships, savings bonds, cash prizes, and free trips to the Mississippi River Delta area to study cotton plantations in operation are the awards for those doing the best job.

# AUSTRIA

## A Demonstration in Extension Programs

DEAN A. L. DEERING, on leave from his post as director of extension work in Maine for 4 months, returned from Europe early in May. He, Director Paul E. Miller of Minnesota, and A. H. Maunder of Nebraska have been on an ECA assignment since mid-January surveying extension work in the Marshall Plan Countries. Dean Deering felt greatly encouraged by recent developments of extension work in Austria, particularly in the fields of 4-H and home demonstration work.

Dean Deering points out that Austria, about the size of Maine, has a population of 7 million people. The country is divided into 9 provinces which correspond to large counties in the United States. "In one of the best of these," he says, "there were 23 women doing extension work on the farm and in the farm home. In the homes they demonstrate food preservation, sewing, and kitchen improvement. They also give farm girls instruction in milking, poultry and pig management, butter and cheese making, and other farm work."

Club work, which began about a year ago in Austria, is rapidly expanding. "Today," Dean Deering says, "there are more than 500 clubs with more than 13,000 members. The membership is composed largely of young men between the ages of 16 and 35, but the membership of girls will soon become general."

## Public-Spirited

The public-spirited Chapel Hill Homemakers Club, Crittenden County, Ky., recently focused their attention on the local school. They cleaned the school grounds, painted the building inside and out with two coats of paint, scrubbed floors, washed windows, bought window shades and also an ice box which they kept supplied with ice during the summer. They saw that the school's drinking water was tested and presented the school with a first-aid kit.



**L**AND-JUDGING contests in Oklahoma teach the principles of "soil saving" by taking the people out of stuffy rooms, where they study books and charts about the soil, into the fields where they study the soil itself. This teaching technique has been emphasized by Extension Soil Conservationist Edd Roberts who encourages the men and boys participating to get down and actually feel the soil and personally investigate its components.

"It's just like livestock judging," says Mr. Roberts when asked about his land-judging program. "We have teams and substitute fields for animals."

Since its beginning, 8 years ago, at the Guthrie, Okla., Experiment Station with 25 4-H Club boys, the land-judging contests have expanded from youth programs of identifying soil profiles to both youth and adult programs in which land quality is determined through checking such factors as erosion, slope, and physical condition as a basis for determining proper use of the land. Ninety-one contests have been held in the State, with 19,000 participating.

### Other Agencies Assist

This is the way the land judging is done: Fields for various classifications are selected before the contest day. Through the county agricultural agent's office, representatives from various agencies interested in this work are invited to train as leaders and each assists in the contest at a

definite field assigned to him. These leaders usually consist of representatives of all agricultural agencies in the area. They study the selected fields the day before the contest so they can answer questions which contestants might ask about particular fields. They also review score cards and the placing sheets used.

Mr. Roberts depends on the soil scientists and the technicians of the Soil Conservation Service for technical advice and official placings on land capability classes and treatment needed for each field.

Following orientation of the leaders the county agent calls the meeting for the contest the following day. At this time the whole group of farm people are brought together for a discussion on land classification and characteristics and explanations of the contest. The contestants are divided into small groups and taken to the fields where they move through the various fields "judging the land."

The printed sheets which Roberts supplies the teams include a placing sheet which identifies the contestant by name and address. On this sheet the contestant checks the surface tex-

ture, subsoil permeability, depth of surface soil and subsoil, slope, erosion by water or wind, and recommended treatment. Along with this sheet comes a legend for the land treatment which helps the contestant decide just what he would personally recommend. The tabulating card for the contest is a score card by which the leaders tabulate the actual score of the individual.

Roberts believes that the idea of the contest, which was originally designed for young boys but has grown to include adults today, entices many of the contestants to work at the project with greater fervor than they would on an ordinary field trip. Working in competition to show their ability in figuring the potential value of a farm or range offers a greater challenge.

### Program Is Expanding

A plan which began 8 years ago is expanding before the eyes of its founders. Proof that the program is expanding comes in the form of many letters that have been received from 22 States and Puerto Rico asking for information and teaching methods to

# Land-Judging Contests

## *Give the Feel of*



Fields are divided showing characteristics of the soil to help the contestants in classifying the land and in making recommendations to improve it.



Garvin County was the first to make the Edd classification available to both adults and



# the Soil

aid in setting up a program in the various States and communities. Roberts was invited by Paul Haines, extension soil conservationist in Texas, to attend the April 21-22 program which initiated the land-judging training school plan in Texas.

Still greater evidence of the growth and importance and interest in the land-judging contests is shown in the number of contests now being held in Oklahoma. The annual affair at the Guthrie Experiment Station shows that 835 contestants entered in 1949—quite an increase over those taking part in the same program which had 25 entries 8 years ago.

Land-judging contests have been held in almost every soil conservation district in Oklahoma. The county agent and the board of supervisors of the soil conservation districts use this method as an educational training event on soil and water conservation.

The unusual success of this educational technique is due largely to the cooperation of a great many persons in many different agencies and organizations.

Much of the inspiration and the idea of the land judging are attributed

to Dan Diehl, southwest district agent of Extension Service in Oklahoma. Much of the success of the land-judging training programs and contests, especially in the adult group, is due to Alton Perry, Garvin County agent, who conducted the first adult contest and program on a practical basis in the field. Agent Perry was aided in this by Technicians Louis Derr, Sam Lowe, and Wesley Meinders of the Soil Conservation Service in the Pauls Valley area.

## Knowing the Soil

Harley Daniels of the Red Plains Experiment Station at Guthrie gave valuable help in setting up the over-all program.

The soil conservation and land-judging program has been com-

mended by many leaders as "an educational means of knowing the soil, a teaching method with lots of merit, and an institution in itself."

The man who has barely time to answer his correspondence and attend to his office work, Edd Roberts, is in the field a great part of his time, teaching and leading farm youth and adults in this land-judging program.

"I see them studying the soil, feeling it and seeing it, and thinking seriously over the answers they will give; and it really doesn't matter who wins the contest. It is the facts, figures, and ideas the young and old take home with them and put to use to build a better Oklahoma and a better Nation—this is the force that encourages me to stay with the project," Roberts says.



4-H Club boys receiving ribbons as the high 10 individuals in the land-judging contest from a member of the Guthrie Chamber of Commerce.



Edd Roberts method of teaching soils and land judging to county-wide soils "rodeo."



Farm boys of all ages compete in the contests. Above a group is shown at the Red Plains Conservation Experiment Station at Guthrie.



# From Appreciation Sewing Center Grows



These women are proud of their sewing accomplishments.

ON APRIL 11, Mrs. Betty Pause's sewing center celebrated its first anniversary with open house to the people of Adams, Mass. We mention this, not because birthdays are unusual but because Betty Pause's sewing center is most unusual. It developed out of gratitude for the help she had received from extension home demonstration work.

## The Women Wanted It

But let's start at the beginning. In January 1949, Evelyn Streeter, Berkshire County's home demonstration agent died of cancer. A major county-wide program in tailoring was scheduled to start February 1. Several leaders decided that the "show must go on." They called Mrs. Louise McCarry, assistant home demonstration agent, and offered to serve in any way possible. As a result of the active interest and cooperation of these women three sewing centers were set up in Adams, Sheffield, and Pittsfield. Seven local leaders took the responsibility for teaching. They met once a week for 6 weeks with Mrs. Esther Cooley Page, State clothing specialist. At the end of that time each had made a garment and was fully equipped for the teaching assignment ahead.

Twenty groups, with a total membership of 136 women, were enrolled at the sewing centers. They made 136 coats and suits, 62 of them being the first such garments ever made by the homemakers. By making these garments the women made an estimated saving of more than \$2,000.

The sewing center in Adams, under

the capable leadership of Mrs. Pause, is an outgrowth of the county-wide clothing project taught by the Berkshire local leaders.

Mrs. Pause has been a local leader in northern Berkshire County for 16 years.

In March 1949 the idea occurred to her to establish a sewing center where local clothing clubs could meet and where individual homemakers might come to receive special instruction or even to use machines which were not available at home.

## Rooms and Equipment

Searching about, Mrs. Pause found two unoccupied rooms and promptly persuaded her husband's boss to let the club have the space for a sewing center. Her husband made a giant-size work table. She and her son engineered the donation or loan of three old foot-treadle sewing machines, which were reconditioned under Extension Service instructions. Irons and padded ironing boards, cupboards for supplies, and miscellaneous items were furnished.

An oil cook stove, percolator, camp refrigerator, and dishes were added to make it convenient for the workers to have lunches or suppers at the sewing center.

## Wholesale Prices

Another special service offered is that of buying buttons, shoulder pads, and unusual items of that sort. These are bought at wholesale prices and resold at cost to the members who visit the sewing center.

Many folks help in the program, but Mrs. Marguerite Careau is Mrs. Pause's most able assistant. An average of 30 women a day visit the sewing center. Many drop in for a pattern, others to get information on how to hem a dress; and some come in the morning and use the sewing machines all day.

Regular Extension Service sewing classes are held one night a week during the winter. This boosts the number served even higher.

To the woman who is interested in making ends meet, the sewing center has been a great boon. It is open from 7:30 in the morning until 5:30 in the afternoon every day except Sunday and until 9 or 10 in the evening on the day classes are held.

The sewing center is operated on a nonprofit basis. No fee is charged for information or use of the sewing center as a place to work.

## Defraying Expenses

To help defray expenses an apron made from left-over cloth is auctioned off each week, and a different member of the class is assigned the responsibility to make the apron.

Mrs. Pause does dressmaking and sewing on the side to get extra money to defray the expenses of heating and lighting the sewing center. Personally, she receives no salary. Her pay, she says, is the feeling of satisfaction she receives from serving the women of the town. Adams is a mill town; and the women, who have little money to spend for clothing, appreciate her work.



"I HAVE a new respect for all the research that is back of what I try to teach."

"What painstaking work goes on in all the experiments."

"It was nice to meet the folks who write our U. S. D. A. bulletins."

"I have a new appreciation for the possibilities in my own job."

These and similar remarks were made by 30 Virginia home demonstration agents following their 2-day stay, May 18 and 19, at the Agricultural Research Center at Beltsville, Md.

The comments are typical of those by extension agents all over the country who are fortunate enough to be able to see for themselves some of the research under way at this great center.

Actually, since the war, an increasingly large number of agents and farm people have come. North Carolina Extension Service chartered busses in 1948 to send 150 white home demonstration agents for a 4-day stay in Beltsville and the Capital City. Later, 47 Negro home demonstration agents from North Carolina came for the same period. Other States, including Georgia, Maryland, New Jersey, and Rhode Island have also sent groups. Similarly, groups of county agricultural agents have come from many States.

It is always interesting to note how appreciative Beltsville officials are of its extension audiences. "We realize," C. A. Logan, superintendent of the

station, said, "that our great opportunity to interpret research to farm people is through the Extension Service, the educational arm of the United States Department of Agriculture and land-grant colleges."

I always observe, too, how very well organized is the work they present to the agents.

The visit of the Virginia agents, for example, illustrated both these points very well. When the five Virginia cars arrived, R. C. Jones, dairy husbandman, was out in front of the dairy industry buildings to greet us. Mr. Jones remained with the group as guide and instructor until noon when he turned the agents over to Mr. Logan who took them to the plant industry area.

As we progressed from one project to another, those in charge of the particular phase always pointed out

## *Extension Agents Visit*

# the Beltsville Agricultural Research Center

MENA HOGAN, Field Agent, Southern States

the application of the subject to Virginia's problems—showing that they had given some thought to the visiting group and its interests in preparing their program for the day.

"This applies particularly to your apple area in Virginia," C. S. Weigel said in telling of work on insects that were particularly troublesome. Similarly, Mr. Jones called attention to the value of certain breeding work under way at the station. In this case it was the cross-breeding of Brahma (Red Sindhi) cattle to dairy ones, the aim being a dairy animal high in production but with greater resistance to southern heat.

While in the dairy division, Dr. A. M. Hartman talked to the group about the discovery of the new growth factor now termed Vitamin B-12. Actually, Dr. Hartman had been responsible for many of the early developments in the discovery of this nutrient. The home agents were much interested in this account and asked many questions.

Later, in the poultry division, E. H. McNally again referred to Vitamin B-12 as he told of the introduction of this vitamin into the basic diet of chickens. In this instance, the nutrient had been added through the addition of cow manure to the ration.

The visit of any group to the Beltsville Center comes about as the result of much planning. In this instance, Maude Wallace, assistant director in charge of home demonstration work in Virginia, had expressed the desire of the home demonstration agents to see experiments both in agriculture and home economics. "Particularly those in agriculture," she said, "which

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Thirty Virginia home demonstration agents sample American-made Swiss cheese as H. R. Lochry, of the Bureau of Dairy Industry, explains some of the processes involved.



# "It Was Fun— Those Thirty Years"

LESTER A. SCHLUP, Chief, Division  
of Extension Information

**S**URE enough it must indeed have been great fun to blaze an unparalleled picture trail through 30 eventful extension years in the Ackerman manner. For almost a third of a century, George Ackerman eagerly rattled down back roads in agents' cars, poking resolutely into out-of-way places, and taking pictures that beckon the mind. On May 31 he retired, leaving to us a heritage of some 50,000 photographs taken in every State. He said that "it was all fun," and we believe him. We believe him because he has demonstrated an unusual facility for bringing lightheartedness as well as energy to the steady flow of his creative talents.

You will see his eloquent pictures in bulletins, magazines, and books of every variety. They have been used in film strips, on posters, and in exhibits, both in this country and abroad. His set of demonstration pictures giving suggestions on how to take 4-H photographs has been translated into a Swedish bulletin. The pictorial display, "Tricks of the Trade," has been used at extension training meetings in about half of the States. His exhibit of rural pictorial scenes was displayed at the Smithsonian Institution and then shown at farm-and-home week in a number of States. It is a dull week when one or more of his pictures are not published somewhere. As Editor Louis Franke of Texas stated: "The pictures you took here are still in active use and, as far as I can see, will be for a long time—when we start looking through the files to fill a request, it seems we haven't anything to top the Ackerman series."

The Ackerman pictures have played a definite part in the evolution of rural photographic art. He began to breathe warm rural living into his photographs at a time when city photographers were still portraying the farm as either of the hayseed or of

the nostalgic, old-oaken-bucket variety. As George Ackerman traveled the sometimes dusty back roads with extension agents and became better acquainted with farm people, he struggled constantly to portray truly and clearly the authentic progressive spirit of rural life and the improved practices of farming and homemaking. The results of his picture-taking helped mightily to raise the standards of rural photography.

His photographs record the genuine satisfactions of hard farm work, the adventure of trying out new seed and new equipment, the joy of working with growing things, of a plowed field in springtime, of a golden harvest of grain, the pride which a young farm boy feels in owning a calf or a young farm girl feels in her first efforts to make a dress, farmers taking part in town meetings, big-time farming operations, the wholesome homeliness of farm homes, the efficiency and beauty that farm women bring into the home, the gracious hospitality of the farm family.

He studiously avoided faking any part of a picture or "posing" pictures rather than recording the real thing. He balked, for instance, at taking a picture of a 4-H Club member's brother with his calf because the member himself was in school. George will vouch that his pictures are accurate in detail and true to the spirit of rural life as he visualized it.

In earlier days he carried a trunk weighing 200 pounds. Armed with his heavy view camera, his bulky tripod, and the voluminous black cloth under which he retreated to compose his picture, he was ready for business. He was under that black cloth when an Arkansas bull, out of patience with the whole proceeding, suddenly rolled him, his tripod, and big camera unceremoniously across the pasture.

Speaking of bulls always reminds George of the North Carolina bull



George Ackerman, indefatigable extension photographer for 30 years who retired on May 31, 1950, with more than 50,000 educational photographs to his credit.

which failed to meet his picture appointment. The young agent who had George in tow went down in the pasture to look for the bull. Soon the bull was pawing his way up the road, the glint of fire in his eyes, and exhaling brimstone. Behind him the young agent pelted the bull with rocks to keep him moving in the right direction. Finally he was in the pen. The agent then turned to George and said: "You'll have to go in and take his picture by yourself. He's mad at me."

In attaining the proper pictorial perspective, Ackerman has had to climb water towers and buildings, stand precariously on fence posts, and assume all kinds of difficult and fairly dangerous positions. Although he has had some miraculous escapes from serious accidents, his immunity to them over 30 years has been due primarily to his agility and careful observance of safety rules which he learned early the hard way.

In the old days, the plate holders had to be reloaded each night in a stuffy bathroom with every crack tightly sealed, or, perhaps, in the landlady's broom closet. If nothing else offered, the operation was conducted in bed under the bedclothes. As the newer cameras became available, he, too, got smaller, faster cameras, packed his pockets full of filters,



infra-red, indoor and outdoor color films, and other gadgets. In recent years, he carried a speed graphic for black-and-white pictures and two cameras loaded with color film. Nevertheless, he frequently longed for the "simplicity" of the good old days when a man "knew what he was doing."

More than 100 extension workers wrote to him when they heard he was retiring. Many wrote, as did George Johnson, Pennsylvania's well-known extension photographer, that "Your inspiration to me and to hundreds of other extension workers in doing a better job of pleasing, realistic photography has been of inestimable value to us personally and to public service." Louis True, director of publications in Montana, stated: "Once in a while I get interested in something ultra-modern in photography. Then I drag out the pictures you took for me. They provide proof that some of the new things may be faster, easier to use, and more convenient; but the results are not quite so good."

In late years George has teamed with his wife, Clara Bailey Ackerman, in a highly effective writer-photographer combination which has produced excellent illustrated stories of extension accomplishment.

Although he now leaves the active lists and retires to pursue photography as a postman's hobby, to build some of those convenient cupboards he has been photographing in farm homes, and to grow a garden, he still says he will always "have Extension deep in my heart." His 50,000 photographs are a historical asset to agriculture and to Extension. They are tangible evidences of rural progress achieved by county extension agents and of hard, expertly applied work invested by George Ackerman in rural extension photography. "And it was all fun," he still insists.

● **MRS. WILLIAM H. BROOKS** and **MRS. C. A. DOTY**, twin graduates of the Colorado A & M College class of 1900, returned to their alma mater on June 9 for the annual "50-year" reunion, held in connection with commencement exercises. Mrs. Doty retired only 2 years ago after more than a quarter of a century of service to rural women as county home demonstration agent in New Mexico.

## Extension Agents Visit Research Center

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apply to our home dairying, home poultry, and home food production work in Virginia."

Accordingly, arrangements were made through the Federal Extension Service with Mrs. Zelta Rodenwold of the Bureau of Human Nutrition and Home Economics and Glen Briggs of the Agricultural Research Administration.

The first day was devoted entirely to such agricultural subjects. Included in the program were investigations in making cheese, current nutritional investigations (animal), producing quality in egg and meat in poultry, use of new insecticides, breeding of vegetables to produce quality and disease resistance, and other topics.

At the request of the Virginia home demonstration agents themselves, the day spent in the research laboratories of the Bureau of Human Nutrition and Home Economics was largely devoted to nutrition. Work under way with the B vitamins, quantity cookery, and the school lunch were all of interest to the group. But the part that brought a great many questions came as the home demonstration agents saw the famed U-shaped kitchen for the first time. Although each had helped farm families adapt this plan to the farm families' needs, this view of the real kitchen brought more than average interest.

"Functional clothing," two movies—Research for Better Living and Truly Yours the Dress that Fits—completed the day's program in home economics.

"A truly memorable day," they seemed to echo, as they prepared to return to their counties—for some, as far as 450 miles away. It had been a very full 2 days they would all have agreed. To most of them it had also seemed a most worthwhile 2 days.

"There is little doubt," said Ann Wills, district home demonstration agent-at-large, who accompanied the group, "that each agent will go back to her county with renewed interest in her job of bringing the latest and most reliable information to the rural people of her county."

## New Seed Farm

Donation of a 435½-acre seed farm to NDAC marks "another milestone in the agricultural progress of North Dakota," says Dr. H. L. Walster, dean of the school of agriculture and director of the NDAC Experiment Station. The station will administer the newly acquired property.

Donors are the North Dakota Crop Improvement Association and hundreds of farmers and businessmen whose contributions made the purchase possible.

Acquisition of the farm, easily accessible to the college and experiment station, on a soil of high fertility and easy to handle in all parts of the growing season "will make possible earlier distribution in effective quantities of pure seed of standard varieties and of new and promising varieties of cereals, flax, and other crops," said Walster.

"The scale of farming in North Dakota is so large that when a farmer gets a new variety he must get enough of it to seed a substantial acreage. Under such conditions he is much more likely to maintain the stock of seed pure than when he gets just a bushel or two. Past experience has shown that when small quantities of new varieties are released, there is a tendency for their identity and purity to be lost.

"The new seed farm, dedicated to increasing and distributing good-quality seed, will have its seed stock carefully inspected each year by the State Seed Department whose personnel work in close cooperation with the experiment station. Seed stocks that go out will be properly identified.

● **State 4-H Club Leader Wakelin McNeel** retired from the Wisconsin staff on June 30, rounding out a career of 28 years. "Ranger Mac," as he is known to thousands of Wisconsin school children, for many years directed 4-H forestry and conservation activities and has encouraged the school forest movement. Seventeen years ago he originated the Ranger Mac radio program which won for him the George Foster Peabody award for the best educational radio program in 1942. Mr. McNeel will receive an emeritus rating.



# Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore  
Agricultural Research Administration

## Zinc Sulfate Cures Poisoned Peach Trees

Arsenical poisoning of peach trees growing on old apple land has been greatly reduced by the application of zinc sulfate in combination with high nitrogen fertilization. Besides reducing the amount of arsenic absorbed by the trees, the treatment seemed to increase their tolerance to a higher level of arsenic in the leaves. Arsenic injury in peach trees planted in old apple land shows up in midsummer as a brownish-red color along the leaf margins. Later these discolored spots die and drop out, giving the peach leaves a shothole appearance. Sometimes in severe cases the entire tree becomes defoliated. So far, our fruit scientists believe that one application of 10 pounds per tree of zinc sulfate with continued high nitrogen fertilization will correct arsenic injury and bring about the recovery of the infected trees.

## Forage Seed Mixtures Made to Order

How many different species of hay and grass seed should be mixed for one planting? That is an old question, but a change in attitude has come about recently. A "shotgun" compounding of pasture and hay mixtures used to be common, based on the theory that if one kind doesn't hit the target, another likely will. All too often, in 2 or 3 years only 2 or 3 species would be left out of an original load of 8 or 10. Our forage crop specialists are still advocating the use of just as many species of grasses and legumes as ever, but not all in one mixture. For example, a farmer may have orchard grass and Ladino clover in one field, alfalfa and brome grass in another, and the old standby mixture of Kentucky bluegrass and white clover in another.

He may insure midsummer grazing by having a field of Sudan grass. This emphasis on the right mixtures makes it necessary to find combinations of "companionable" plants. Our Pasture Laboratory is accumulating detailed information on the strong and weak points of the various forage crops in an effort to find strains worth increasing for wide use.

## Greenbugs Meet Waterloo

Greenbugs in small grain can now be controlled for the first time. Parathion and tetraethyl pyrophosphate do the trick—parathion in both cool and warm weather, tetraethyl pyrophosphate when the temperature goes above 75°. Both insecticides are highly poisonous to man and animals and must be handled with great care by persons experienced in handling and applying dangerous chemicals. Greenbugs, often called plant lice, occur nearly everywhere in this country but cause most destruction in the winter wheat regions. They have been increasing for the past 2 or 3 years, and growers in the Central Wheat Belt lost millions of dollars worth of wheat last year because of greenbug infestations. The insecticides can be applied from either airplanes or ground equipment. The experiment station or Extension Service can advise farmers as to the need for treatment and its timing.

## Undesirable Honeydew

Honeydew is a pleasant-sounding word, but it spells trouble and expense for the cotton processor. A carbohydrate substance excreted by aphids onto the growing cotton plant, honeydew causes the fibers to cling to the processing equipment, forming a sticky mass which must be removed at frequent intervals. This slows down the manufacturing operation and causes the mill owners needless

expense. Chemists at our Southern Regional Research Laboratory developed a method of detecting honeydew on cotton, based on a chemical reaction. When put through the test, honeydewed cotton gives a dark, wine-red, or purple color; uncontaminated cotton a pale-pink or pale-violet color. Although the new method involves chemical reagents and requires care in its application, it can be used by persons with no chemical training or experience. Hence, routine checks for honeydew on cottons may be made by mill workers, brokers, or others. By mixing small amounts of the honeydewed cotton with large amounts of clean cotton, much of the trouble can be eliminated. The real solution, of course, is to get rid of the aphids, and other scientists are working on that.

## More Good News on Jersey X Red Sindhi Dairy Cows

How to find dairy animals that can keep up milk production during the hot summers in the deep South continues high on the research priorities of our dairy scientists. Preliminary trials at Beltsville show that the Red Shindhi from India is able to pass on to its offspring the ability to withstand heat. They put a Jersey, a Holstein, a Red Sindhi, and a Jersey-Red Sindhi crossbred in a room with controlled temperature and gradually raise the heat until the animals began to show definite distress. The Holstein had to be removed from the room when the temperature reached 95° F. and the Jersey at 100°. The Red Sindhi-Jersey crossbred could take 105°, and the Red Sindhi was still comfortable when the controls were cut off. The significant point is that the Red Sindhi-Jersey crossbred apparently had inherited the ability of its Red Sindhi-Jersey parent to tolerate the additional 5 degrees of heat.



## Housewives Out of the Kitchen

This year the homemakers clubs of Green County, Wis., under the leadership of Home Demonstration Agent Mamie Tillema, have begun their soil conservation work. But let the editor of the *Monroe Evening Times* tell you about it in his editorial of last October 13:

"The homemaker club movement never ceases to amaze those who are not alert to the resourcefulness of the average rural area housewife.

"Another such surprise was in store for the uninitiated this week when Green County's homemakers, all 52 clubs, became the first in the State to adopt soil conservation as a regular project.

"And to back up their promise, the homemakers made an inspection tour of various examples of conservation programs now under way on Green County farms. They made sure they were informed about the project, and we can be certain they'll make sure their families are informed about soil needs, come next February.

"Such awareness of necessity for safeguarding the heritage of the farm industry, Green County's wonderful soil, is to be commended by everyone in the community. We hope the homemakers' leadership will inspire other organizations to give thought to the soil program, as individuals and as groups.

"It has been a long time now since the housewife came out of the kitchen, but we probably never realized just how far she had emerged until the homemakers took the pioneering trail."

## Leaders Trained

Twenty-one 4-H tractor schools held the past winter and spring in North Dakota were attended by 355 adult and 4-H project leaders. The leaders are using their training to present information on tractor adjustment and care at local meetings of their clubs.

Tractor training for 4-H Clubs has been provided during 4 of the past 5 years by the Extension Service. In this time more than 2,500 club project leaders have received instruction.

# Citizenship Programs in Utah

**L**AST fall, Utah held a number of county-wide citizenship recognition programs for young men and women who for the first time were eligible to vote.

The purpose was to honor those men and women who had turned 21 years of age and to instill into them and other citizens a greater appreciation of democracy and the privilege of voting.

Names of new eligible voters were obtained by the county agents, and special invitations were sent to them to attend the program. The general public was also invited.

The program, arranged locally, usually began with a processional. A color guard, county and community

officials, and new voters entered the assembly hall and marched to reserved seats in the auditorium. After the invocation, group singing of patriotic songs, and the pledge of allegiance, new voters were introduced by an eminent citizen.

Two 5-minute talks on "What liberty and freedom mean to me" were given by a young man and a young woman. "The opportunities and responsibilities of citizenship" was discussed by some outstanding guest speaker, and a citizenship pledge was recited by one of the new voters. The meetings closed with a patriotic song, sung by the audience, and the benediction, followed by a patriotic postlude, played by a high school band.



Joan Howell



Donald Foltz

• DONALD EUGENE FOLTZ, assistant county agent of Vigo County, Ind., and JOAN MARGARET HOWELL, 4-H Club agent in Clatsop County, Oreg., were awarded the 1950-51 National 4-H Fellowships. Announcement was made during National 4-H Club Camp.

The fellowships are provided cooperatively by the Extension Service and the National Committee on Boys and Girls Club Work and are given annually to a promising young man and young woman engaged in 4-H Club work.

Foltz was an honor student at Pur-

due University where he received a B. S. degree in agriculture with highest distinction. He has been engaged in his present position since 1947 and has concentrated on 4-H Club work.

Miss Howell holds a B. S. degree from Oregon State College. She is enthusiastic, enjoys working with people, and has been instrumental in initiating many phases of the club program in Clatsop County, where she has been employed since 1947.

Mr. Foltz and Miss Howell will arrive in Washington, D. C., the latter part of September to take up their fellowship studies.





## *Harvest Safely . . .* and Enjoy the Fruits of the Harvest

During the busy season farm accidents reach the highest point of the year. This is the time to be especially careful with machinery and tools.

A proclamation by the President of the United States calls the widespread occurrence of preventable accidents a matter of national concern and designates the week of July 23, 1950, as National Farm Safety Week.

President Truman calls on all organizations and individuals interested in farm life and the welfare of farm people to join in a continuing campaign to promote safety of workers on the farm.

National Farm Safety Week is a good time to sponsor safety contests, demonstrations, safety talks, and discussions.